To: McHugh, Michael, Maney, F, Iaconetti, F, Richards, M, Mitchell, Greg, Grossberg, S
From: Orourke, Rory
Posted: 3/22/96 9:29
Opened: 3/22/96 9:29
Subject: Moonlight POS

Gentlemen:

The attached form is for ordering Moonlight POS. Order your needs for the targeted areas where you plan to introduce these brands. Order the quantities you feel you will need. While initially we can not go over the region allocation, additional supplies may be available. So, order your needs and I will see if I can get any amounts over our allocation.

Planet and Ice Box should be available for ordering in early April. I will forward details as they arrive. Ice Box should be concentrated in the over developed menthol inner city areas.

Give me a call if you have any questions.

Rory

CC: Guaneri, James, 1200 - New York Region (SCULLYA), Floyd, Phyllis, Oconnor, Lori

51847 8391

Source: https://www.industrydocuments.ucsf.edu/docs/kjgy0000

Moonlight Tobacco POS order form

Division: _____

Quantity	Region Allocation	Comm. #	Description
	700	510011	2 Ctn. Display Kit (riser card, header card, wobbler, decal)
	200	511325	6 Carton Display only
	25	507971	Floorbase Display
	700	510041	4" Decal
	700	510035	Vertical Decal
	800	511334	Window/Door Decal (12" X 28")
	80	510014	Lighted Sign
	1,000	510023	Match Caddy (order in increments of 25)
	40	511895	Matches for Caddy (1 case for 25 caddys)
	600	511331	Metal Sign (17" X 26")
	100	508013	Sales Brochure (empty folder)
	100	507992	Bee's Brochure Insert
	100	507995	Metro Brochure Insert
	100	508004	Jumbo Brochure Insert
	100	508010	City Brochure Insert
	100	507983	Sadona Brochure Insert
	100	509981	Planet Brochure Insert (available 4/8)
	100	509984	Ice Box Brochure Insert (available 4/8)
	1,000	511883	24" Display Card (available 4/8)
	500	511898	Ice Box Paster (available 4/8)
	500	511901	Planet Paster (available 4/8)
	400	509993	Ice Box Riser Card (available 4/8)
	400	509990	Planet Riser Card (available 4/8)
	235	510020	Dangler/Mobile
	235	510032	Hooks for Dangler/Mobile

Ship to location: _____

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Unless otherwise noted, all advertising is for "Moonlight Tobacco", and not brand specific

E-mail this form to Rory by Wednesday, March 27th.

Source: https://www.industrydocuments.ucsf.edu/docs/kjgy0000